

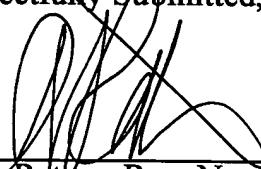
MTS-3244US

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6 reproducing apparatus of claim [28 or 30] 6 or from said advertisement control  
7 center of the advertisement data reproducing system of claim [32] 7.

1 ~~Amendment No.~~ 35. (Amended) A sponsor system, characterized in comprising  
2 a sponsor apparatus which determines a user who is to be provided with the  
3 contents of an advertisement and/or an advertisement, based on said  
4 information regarding reproduction of advertisements received from said  
5 advertisement information storing/sending means of the advertisement data  
6 reproducing apparatus of claim 7 [29 or 31 or from said advertisement control  
7 center of the advertisement data reproducing ;system of claim 33].

Respectfully Submitted,

  
Allan Rather, Reg. No. 19,717  
Attorney for Applicants

AR/ap  
Dated: February 15, 2001

Suite 301  
One Westlakes, Berwyn  
P.O. Box 980  
Valley Forge, PA 19482-0980  
(610) 407-0700

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Kathleen Libby